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Application No.: 10/034,654
Office Action Dated: October 21, 2003

#16/B
W. Lawson
PATENT 4/30/04



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Scott R. Swix et al.

Confirmation No.: 1792

Application No.: 10/034,654

Group Art Unit: 2611

Filing Date: December 26, 2001

Examiner: Bui, Kieu Oanh T

For: **System and Method for Inserting Advertising Content in Broadcast Programming**

EXPRESS MAIL LABEL NO: EL969195725US
DATE OF DEPOSIT: April 21, 2004

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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Technology Center 2600

Sir:

REPLY PURSUANT TO 37 CFR § 1.111

Applicants respectfully request entry of the following remarks contained herein in response to the Final Office Action mailed **October 21, 2003**. Applicants respectfully submit that the remarks contained herein place the instant application in condition for allowance.

- ☐ Amendments to the Specification begin on page _____ of this paper.
- ☒ Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.
- ☐ Amendments to the Drawings begin on page _____ of this paper and include an attached replacement sheet.
- ☒ Remarks/Arguments begin on page 4 of this paper.